



Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 18/01095/AR

ADDRESS: 56 Southgate Street

PROPOSAL: Display of 1 no. illuminated fascia sign and 1 no. illuminated projecting sign

CASE OFFICER: Alice Barnes

DATE: 17th March 2018

COMMENT: OBJECTION

Bath Heritage Watchdog objects to this application.

When determining all applications for new shopfronts and signage we ask that the following guidelines are observed.

The context, or general setting, of Bath should be understood, respected and reflected in any proposed work to shopfronts.

Design, materials and workmanship should be of the highest quality.

Any proposed or altered shopfront should be historically credible.

House styles which do not meet the requirements of style, lettering, materials and signs are not acceptable. Multiples should be required to adapt their proposals to the special conditions of the city.

Standard designs of any sort are not acceptable. They should be specifically designed for their context.

We maintain our objection to the use of unnecessary illumination in the Conservation Area.

Given that the covering letter with this application states that it is a simple 'like for like' replacement of the current signage and that no 'existing' drawings have been provided with the application, we checked the planning portal to identify what had previously been given consent.

Unfortunately we were unable to find such application or consent and we therefore have to consider the current works unauthorised. If this is a 'like for like' replacement we have to consider this to be a retrospective application.

We object to this application on the basis of inappropriate materials and external illumination. Bath is a low illuminated city, and cumulative external illumination can harm the character and appearance of the Conservation Area and therefore the unique qualities of the World Heritage City.

The works, by virtue of the use of inferior materials and illumination would harm the character and appearance of the Conservation Area, and be detrimental to the streetscene, contrary to S72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Section 12 'Conserving & Enhancing the Historic Environment of the NPPF and Policies DW1, CP6, D1, D2, D3, D8, D9, D10, and HE1 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.